IDEALS OF AMERICA PICTURED TO MANY

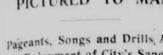
pageants, Songs and Drills, Add to Enjoyment of City's Sanest Independence Day.

thest reaches of Staten Island.

Throughout the day the ideals and f electric lights blazed forth the mes-

cans to prepare that the work of the and her destiny fulfilled.





New York's millions celebrated their sfest and sanest Fourth of July yeserday. From the moment the rising he Statue of Liberty in the radiance of a new day until the stroke of midght the spirit that moved the men of 140 years ago to do battle for the liberty and justice were glorified by hundreds of patriotic gatherings n the parks, in the public schools and the scores of communal gathering places from Spuyten Duyvil to the fur-

and with the coming of night millions place for a greater navy and an army

applanted the flowery recounting of which the orators pleaded with Ameri-Republic in the world might be done

Lacking almost entered Washington during the Revolution.

From that early hour until after midnight the celebration was virtually assubsequent appalling aimed. Not more than oplied at the various eatment during the iority of these younganged to elude the and the vigilant police.

And the vigilant police and the vigilant police.

L. C. Wassiman, the bugge, of the bugge, of this celebration was placed by Mrs. Frank Mc-ton was headed by Mrs. Fra

ter, was given at the Athletic Field.

Iter, was given at the Athletic Field.

Stallman in Crotona Park, The Row, 10% and be active of Miss. Is shall allugins, a group of children demonstation of independence, and was to the absence from New citizen soldiers who usual.

The music was furnished committee. The music was furnished committee, was attended by Sadium in Crotona Park, The Row, 20% and beautiful folk dances with the college and straged by Joseph G. Culling, and the Alexandration of Independence, and the Lingsins, a group of children demonstration of the Javenile under the citizen soldiers who usual.

At the same hour among the celebration was the demonstration of the Javenile under the citizen soldiers who usual.

At the same hour among the other and staged by Joseph G. Culling, At the close of the celebration was the demonstration of physical training and athlet with the celebration was the demonstration of physical training and athlet with the celebration was the demonstration of the Javenile under the direction of Dr. Cowdin, of New York, the Callege of the City of the most spectacely in the celebration was the demonstration of physical training and athlet with the celebration was under the direction of Dr. C. Ward Crampton, direction of Dr. C.

Agreed minantering for the Possilian of the Mariann of the Industrial Belation of the State Committer, and the orative of the State Committer, and the State Committer of the State Committee Commit

for universal military service. of the historic structure. She was assisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Missisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons, many of them aliens, jammed Nebraska: James W. Collier, of Okissisted by the Washington Continental persons and the Continental persons and

Programmes of addresses, singing and dancing yesterday formed the principal part of this year's Fourth of July. The Mayor made a stirring appeal

All of this pageant, employing the services of several hundred characters, was given at the Athletic Field Stadium in Crotona Park, The Bronx.

departure for the border in the afternoon, and so fearful lest the holiday
crowds spread infantile paralysis, were
the citizens of the borough across the
river, that the celebrations lacked the
customary jollity.

analogous and soft Miss Blanche Yurks, a
Victory, made a verbal plea for suf
rage, as did Mrs. James Lees Laidlaw.
Other tableaus and pageants were
results of the High The Health Department stopped cele-

was at Prospect Park, where Borough President Pounds spoke.
At night Borough Hall, Martyrs'
Monument at Fort Greene Park, and the
Soldiers and Sailors' Monument on the

Prospect Park Plaza were illuminated.

NEW AMSTERDAM MATINEE TO-DAY AT 2:10. ZIEGFELDSEDELES ZIEGFELD MIDNIGHT FROLIC LIBERTY Parinte Pinos Speciale.

Parinte Pinos Speciale.

Hear Violar fierier's Music.

TO-DAY AT 229 A 829.

Pop. Process 20, 56, 75, 51.8 BELASCO West Every Eve., 8 1 THE BOOMERANG Matters To-merrow and Tuesday, 2:20.
ELTINGE WEST 12D ST New 8:15 M
NEXT MATTERS SATURDAY, 2:15.

First Genuine Photo, Opera Ever Produced Rosegraph Film Co. LEONCAVALLO'S

MAYOR MITCHEL SPEAKING AT CITY HALL INDEPENDENCE DAY CELEBRATION. **BRIAND PRAISES** AMERICAN SPIRI

Premier Principal Guest at Paris Banquet on Fourth.

PLEDGES GRATITUDE OF FRANCE FOR AID

Memorial Service Held in Honor of Aviator Chapman, Slain

Paris, July 4.-Premier Briand was ie principal guest at the Fourth of American Chamber of Commerce. In offering a toast to the United States and President Wilson, the Premier

'The Sons of the American Revoluion, thrilled to the depth of their ouls, feel instinctively that the presconflict is the last and most terthey are writing in their blood harter that shall free the world.

Lauds American Volunteers. and a saif later, still moved by the breath of Valmy and defending the ore same sacred heritage, the soldiers of our nation in arms. I cannot forget that your volunteers are associated with our soldiers, and aviators like the heroic Chapman, living symbols of American idealism, have carried the love of our cause to the extent of giving their lives for it.

"This new brotherhood is an evidence of devotion to identical ideals which France will not forget. Your great founder said in the heroic days in which he lived, 'the only road which leads to glory is that of justice.' Our allies and we have faith, as you have, contlemen in that justice."

DRAWS 30,000

Pageants, Tableaus and Speeches, Mayor's Committee Programme.

Thirty thousand New Yorkers Washington and Franklin monuments.

Mentican Independence Day was observed in Paris with a series of ceremonies, beginning with a memorial service for Corporal Victor F. Chapman, of New York, who recently was killed in an aerial engagement. This was followed by the placing of wreaths on the tomb of Lafayette and on the Washington and Franklin monuments.

Memorial Service Held. The memorial service, held at the merican Church, was attended by

Plans are under way to give a per-formance of "Civilization" in the White House on an unannounced date, and it is also claimed that the film will be on view in twenty cities be-

Mochle and fifty members of the High School Boys' Military Training Corps; "The Spirit of 76," by the Empire State of the American Revolution: "The Spirit of 76," by the Empire State of the American Revolution: "Emancipation," in which Howard Kyle impersonated Lincoln, and "The Pioner Park, and the were illuminated.

Between the tableaus and pageants of the Marks, Abram L. Elkus, George Gordon Battle and George Frederick Kunz. The 30,000 persons present followed the band in singing "America," "Suwanee River," "Old Kentucky Home," "My Soldier Boy, Good Night," and "America, I Love Thee." A nundred Serbians, with the women of the company dressed in their native costume, sang the Serbian national anthem.

Paul Revere's Ride, by Jean Earl Mochle and fifty members of the High fore six weeks have passed.

George Bickel and Harry Watson, one-time "Follies" comedians, will be seen this year on the newly established International Circuit.

Three companies of "The Blue Paradise" will take to the road during the ceming season. Cecil Lean will head an organization to be seen in Chicago.

Henry Bergman has returned to the cast of "Step This Way." at the Shubert.

NEWPORT WOMEN MARCH IN PARADE to March In Paradis for the March In Paradis for th

Resort's Celebration of Fourth

Most Elaborate in Years. (By Telegraph to The Tribune]

(By Telegraph to The Tribune I
Newbort, R. L. July 4.—Newbort's
celebration of the Fourth to-day was
the most elaborate that the city has
had in many years. The patriotic parade this morning was the main feature
of the day. The committee responsible
for it was headed by ex-Mayor Frederick P. Garrettson, with ex-Senator
George Peabody Wetmore as hundrary
chairman. Lawrence L. Gillerme, of
New York, headed the innance committee. Nearly 5,000 men of the army and
ravy, civilian organizations and local
military organizations paraded with
two women's divisions and several
floats depicting patriotic and prepared-

The women's divisions were headed by Mrs. Beeckman, wife of Governor R. Livingston Beeckman. Her adjutant was Mrs. French Vanderbilt. Mrs. Whitman, wife of Governor Whitman of New York, was a member of the staff, as was Mrs. John Nicholas Brown. Among the women who marched were Mrs. R. S. Beynolds Hitt, Mrs. Bradford Norman, Mrs. Reginald Norman, Mrs. Craig Biddle, Mrs. Woodward Phelps, Miss Julia Whiterhoff, Miss Margaret H. Busk, Mrs. Clayton Dixon, Mrs. C. L. Robinson, Miss Alexandra Dolan, Mrs. Evans Sewall, Miss Freds Paine, Miss Margaret Fahnestock, the Misses Willard and Mrs. Beeckman gave a large dinner this evening. Other dinlarge dinner this evening. Other din-ners were given by Mrs. William Diss-ton and Mrs. Elbridge T. Gerry. Henry Clews, of New York, delivered an ad-dress at neon on "International Brotherhood, American Patriotism and Peace Preparedness."



This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats-and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences-pleasant or unpleasant-with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld-as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

After reading your articles for some time with great interest, I think that the public would be interested in a little experience I had some time ago.

One night I went in the Terminal Cycle and Sporting Goods Company store, 42 Cortlandt Street, and, believe me, far from "Sports. I purchased a small battery for a pocket light, and the man that waited on me just took the article from the case and handed it to me.

When I reached home and put the battery in the lamp it did not work, so I took it back the next noon, and the young fellow who was with me when I bought it went with me.

When I told the man that waited on us in this would be sporting ods store, he very kindly informed me that he had tested the battery before I took it from the store, and, furthermore, they did not guarantee anything after it was taken from the store.

I insisted that he did not test it and had proof with me in my friend. Then he told me that if I did not leave the store at once he would call a policeman and have me put out, and even went so far as to call one of his clerks and told him to blow the whistle. This the clerk did not do, so he took it and went to the door himself to blow it. Then I left the store.

I feel extremely sorry for anybody that purchases anything in a store that does business in that way, and would very much like to have the public know the way they carry on their "East Side business L. J. VIEAU.

This is to confirm the statement made by Mr. L. J. Vieau regarding the Terminal Cycle and Sporting Goods Company. I was present at the time the battery was bought and the time it was returned, and it was just as Mr. Vicau stated in his letter to you.

E. A. LYNCH. Mr. Vieau's complaint is confirmed by a responsible witness. It puts

the Terminal Cycle and Sporting Goods Store squarely in the category of

trade-traps. Caveat emptor is its proper motto.

"The only valuable guarantee is the one that is wholly unnecessary," Who the originator of that thought is we don't know, but we heartindorse it, as well as the following quoted matter which came with What do you think?

what do you think?
"Every one readily calls to mind firms of such established reputa-and standing that their mere name is sufficient guarantee—to ask a for a guarantee would be like asking them 'to gild refined gold.'

Such firms never sell guarantees and never ofter to do so.

"Yet the business world is full of the claque and clamor of concerns whose loudest argument is a 'guarantee'. They do not seem to see that the very offer of a 'guarantee' is a confession that their names and reputations are not sufficient alone to secure the buyer's confidence.

"For this reason, a 'guarantee' is a warning to the buyer the 'stronger' the guarantee the greater the necessity for it and the louder the warning."

PAUL HYATT A curious bit of inverted reasoning, the application of which would

prove that John Wanamaker, Frederick Loeser & Co., Rogers Peet Company and other such firms are monarchs in the realm of fakery, and that the only safe places to buy are the Finkelstein-Willards, the Guryans and the imitation Goodyears.

The wide interest in the efforts of The Ad-Visor to eliminate unscrupulous advertising and to promote good will and dependence upon that of the honest dealer prompts me to send the inclosed slip, found within a box of shirts purchased by my son:

"To get your good will and keep it we must live up to what we say, and when we say Metric Shirts are the best to-day we have given careful consideration to the question of your good will. We are dependent on the service this shirt gives you to sell you another of the same brand of the transfer of the same brand of the same brand

As a slight contribution for your aid, piease accept the inclosed "waiver of responsibility" issued in the form of a receipt for baggage by the Westcott Express Company. Can you imagine any possible case in which the company would admit itself responsible in case of loss or damage to baggage while in its possession? A form much more intelligible to the average person, and meaning the same thing, might read: "This company reluses to be held responsible under any circumstances." "This company retuses to be held responsible under any c whatever for any loss or damage to goods while in its po-

The Westcott Express Company, which accepts the public's money for the safe delivery of baggage, is the author of the following disclaimer, together with five others too long for repetition here: "This company shall not be held responsible for loss of any money,

Henry Bergman has returned to the jewelry and valuable papers, unless described herein and receipt thereof "Step This Way." at the acknowledged; nor shall it be held liable for any property or thing unless properly packed and secured for transportation; nor upon any fragile fabrics or any fabrics consisting of or contained in glass; nor for loss of contents of trunks, valises, dress-suit cases or telescope bags, unless such trunks, etc., are properly locked." The Westcott Express Company is hereby nominated for the Honor-

ary President of the Commercial Pussyfooters. Any other nominations?

I wonder if you would kindly help me settle this question with my conscience. Recently I went to Macy & Co. intending to purchase a spool of darning cotton. I selected my cotton and handed the salesperson a five dollar bill; after a few moments she returned my change, but declared she had given me my cotton at the time she had received my money. I told her she was mistaken, I had not got my purchase. She began waiting on other customers and paid no more attention to me. I was desirous of making a certain train, so instead of going to the floor walker or some one higher up I slipped a similar spool of cotton in my packet and went my way. To me this seemed perfectly fair, but was it honest?

It may have been honest enough. But it certainly would be hard to convince a police magistrate of the fact. O. T.'s methods of adjustment are too direct to be safe.

The Duplex Envelope Company, Inc., Richmond, Va., printed some "collection envelopes" for a Sunday school in which I was interested. The trustees called my attention to the fact that the word orphanage was misspelled. I called the error to the attention of the Duplex people,

was misspelled. I called the error to the attention of the Duplex people, and to my great surprise received their check for the full amount of the order (\$40). This was about four months after the order had been filled. They explained that it was in accordance with their guarantee, reading as follows:

"Duplex-Richmond guarantees to every customer that, barring imperfections which arise out of the irreducible human minimum of error, and delays that may be caused by epidemic or fire, the customer will not want his money refunded for any cause.

"But should something go wrong because of the irreducible human minimum of error, or because of negligence of the transportation companies, or because of errors made by the customer himself and not caught up with by us, Duplex-Richmond guarantees, upon the simple request of the customer, cheerfully to refund the entire amount of the purchase price." purchase price." chase price."
We did not accept their money or any part of it.
E. J. BOECK.

The Ad-Visor is glad to know it. The Duplex-Richmond guarantee is the real thing, and in Mr. Boeck it met with a customer too just to take undue advantage of it.



BOSTOCK'S WILL DELIVER And Other Big Features
Traice | K. P. Speedy, World's Daily | Greatest High Diver ING CONTEST TO NIGHT BRIGHTON Billie Taylor, BILLY B PIALTO W. S. Hart in a Triangle By 4 42 St. 18 - X Sevine Conduction of the Acceptance of the Acceptan STANDARD Theatre, B'way and DO St. NOW BRITAIN PREPARED Preture STRAND BY MAY 47th SLANCHE SWEET THE DUPE. THE CHAPLIE CHAPLIN YAGABOND

LEW FIELDS STEPSTHIS SWAT POPULAR MAT. TO-DAY, \$1 & \$1.50. LYRIC Opening July 10 TWICE AMERICA PREPARING Motion Picture Authorized by the I S Gov't Special Music by SHANNON'S 23D REGT. BANG SEATS ON SALE TO DAY. MATS 25-30c. EVENINGS, 26c to \$1.00

LOEW'S NEW YORK THEATRE ROOF OPEN UNTIL I A M. NIGHTLY. Combined lampets 6300 Proc 10- 17 To-day Violet Mesersau, "Broken February S. S. Vateriaan Orchistra on Roof Loew's American Roof English & S.A. PHE BLUE DIAMOND ALL SEATS LAMARE & DAWN, Lema RESERVED.

BILLIE BURKE In "GLORIA'S ROMANCE" and "THE WEAKNESS HOLBROOK BLINN COLUMBIA Twice Dally. Lew Kelly in Dally Mal A St. Pop Prices Hello New York Dally Mal 25 41 St. XTRA-DILLON-MORAN FIGHT PICTURES.

FAIR AND WARMER TONIGHT Twice Delly Thereafter (Incl. Sund), 2 15 8 No. MUSICAL SATIRE

